

ABSTRAK

Saham merupakan surat berharga yang nilainya dapat berubah-ubah seiring dengan jumlah permintaan dan penawaran. Analisis fundamental merupakan pendekatan yang sering digunakan dalam memprediksi pergerakan harga saham. Penelitian ini bertujuan untuk menguji pengaruh *net profit margin*, *debt to equity ratio* dan *earning per share* terhadap harga saham. Jenis penelitian yang digunakan adalah metode penelitian kuantitatif. Penelitian menggunakan data sekunder yang berasal dari Bursa Efek Indonesia. Sampel yang digunakan adalah data laporan keuangan perusahaan sub sektor Telekomunikasi yang terdaftar di Bursa Efek Indonesia periode tahun 2017-2021. Teknik pengambilan sampel dilakukan dengan metode *purposive sampling*. Pada 5 periode penelitian terdapat 14 perusahaan dari total 18 populasi yang dapat memenuhi kriteria penelitian, sehingga didapatkan jumlah keseluruhan 70 sampel. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Berdasarkan hasil uji parsial dengan tingkat signifikansi 5% hasil penelitian menunjukkan *net profit margin* dan *earning per share* berpengaruh terhadap harga saham, sedangkan *debt to equity ratio* tidak berpengaruh terhadap harga saham. Nilai *R Square* menunjukkan berpengaruh sebesar 38% terhadap harga saham, sedangkan 62% dari sisanya dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian ini.

Kata Kunci : *Net Profit Margin, Debt to Equity Ratio, Earning Per Share, Harga Saham.*

ABSTRACT

Shares are securities whose value can change according to the amount of demand and supply. Fundamental analysis is an approach that is often used in predicting stock price movements. This study aims to examine the effect of net profit margin, debt to equity ratio and earnings per share on stock prices. The type of research used is quantitative research methods. This study uses secondary data from the Indonesia Stock Exchange. The sample used is data on the financial statements of telecommunications sub-sector companies listed on the Indonesia Stock Exchange for the period 2017-2021. The sampling technique was carried out by purposive sampling method. In 5 research periods, there were 14 companies from a total of 18 populations that met the research criteria, so that a total of 70 samples were obtained. The data analysis technique used is multiple linear regression analysis. Based on the results of the partial test with a significance level of 5%, the results showed that net profit margin had an effect on stock prices, debt to equity ratio had no effect on stock prices, and earnings per share had an effect on stock prices. The value of R Square shows an effect of 38% on stock prices, while 62% of the rest is influenced by other variables not included in this study.

Keywords : Net Profit Margin, Debt to Equity Ratio, Earning Per Share, Stock Price

